

SOUTHWEST VIRGINIA

A Creative Culture . . . Authentic, Distinctive, Alive



HEARTWOOD
Southwest Virginia's Artisan Gateway



SOUTHWEST VIRGINIA CULTURAL HERITAGE FOUNDATION

- Established by the General Assembly in 2008
- Twenty three appointed members including five legislators, state government agency directors, local government officials, and music, arts, and tourism practitioners
- Provides vision, coordination, and resources to grow the economy through cultural and natural asset ventures and initiatives related to quality of life, tourism, and related entrepreneurial efforts

FRIENDS OF SOUTHWEST VIRGINIA

- Established as a 501(c)(3) nonprofit organization in October 2010 to serve as the implementing arm of the Southwest Virginia Cultural Heritage Foundation
- Board consists of the executive committee of the Southwest Virginia Cultural Heritage Foundation and other regional representatives

DEVELOPING A CREATIVE ECONOMY

Placing the focus on:

- High quality of life
- Sense of place
- Natural assets and experiences
- Community development
- Access to high-speed telecommunications



OUR OBJECTIVES



1. Attract & develop high-tech businesses & high-end entrepreneurs through our unique quality of life
2. Promote Southwest Virginia as a superior place to live for:
 - Relocatees
 - Retirees
 - College educated returnees
3. Attract visitors/tourists through our vibrant cultural heritage, unique stories, and natural assets

CREATING AND BRANDING A DISTINCT REGION



Economic Development

- Brand & promote Southwest Virginia as a unified world class destination
- Coordinate & develop a comprehensive cultural assets inventory and capital improvements plan for the entire region
- Transform downtowns into cultural centers
- Improve access to outdoor experiences
- Heartwood: the gateway to the region
- Southwest Virginia website: the virtual presence to the world at www.myswva.org





- 10 major venues
- 58 affiliated partners in 19 counties with weekly events



- 550+ member network including artisans, galleries, and agritourism sites
- 15 artisan trails with 560 sites in 19 counties

GRAYSON HIGHLANDS STATE PARK



APPALACHIAN SPRING

Principal Objectives:

- Promote “Southwest Virginia” as an outdoor recreation and natural resource destination a la The Crooked Road



WHITE TOP MOUNTAIN



APPALACHIAN SPRING

Principal Objectives:

- Facilitate a connection of major “branded recreational geographic areas” to each other for cross promotion and regional marketing.



LARGE & DIVERSE GROUP OF PARTNERS

Outdoor Recreation Aggregated Asset Areas:

- Blue Ridge Parkway
- Breaks Interstate Park
- Daniel Boone Wilderness Road
- Appalachian Trail
- Clinch River Valley
- New River Valley
- Mount Rogers National Recreation Area
- High Knob Recreation Area
- Towns, cities, and counties near or adjacent to natural resource and outdoor recreation assets

Numerous Outdoor and Hospitality Assets

- To be determined

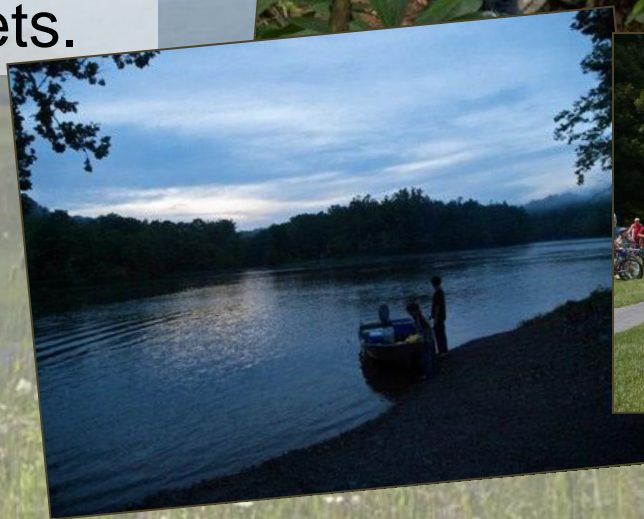
HUNGRY MOTHER STATE PARK



APPALACHIAN SPRING

Principal Objectives:

- Development of a coalition of partners to identify and aggregate outdoor recreation and natural resource assets.



LARGE & DIVERSE GROUP OF PARTNERS

State and Federal Entities and Departments:

- Appalachian Regional Commission
- U.S. Economic Development Administration
- U.S. Department of Agriculture Rural Development
- Planning District Commissions (PDCs)
- Virginia Department of Housing and Community Development (DHCD)
- Virginia Tourism Corporation
- Virginia Department of Game and Inland Fisheries
- Virginia Department of Conservation and Recreation (DCR)
- Virginia Department of Forestry
- United States Forest Service
- National Park Service
- Virginia State Parks

Financing/Development Groups:

- Virginia Community Capital (VCC)
- People Inc.

Other Partner Organizations

- The Nature Conservancy
- Appalachian Trail Conservancy
- National Committee for the New River
- Upper Tennessee River Roundtable
- Blue Ridge Parkway Foundation
- Fish Virginia First
- Southwest Regional Recreation Authority Spearhead Trails
- Barter Theatre
- Daniel Boone Wilderness Trail
- Clinch River Valley Initiative

APPALACHIAN SPRING

Principal Objectives:

- Develop a capital improvements plan for major projects that will enhance the visitation of recreation assets (signage, access points, welcome centers), or generate revenues (motels and downtown revitalization).



VIRGINIA CREEPER TRAIL



APPALACHIAN SPRING

Principal Objectives:

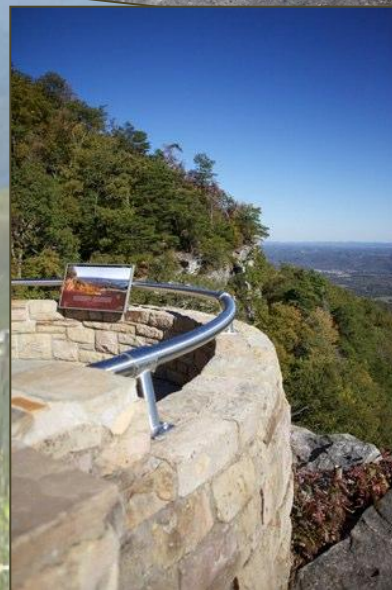
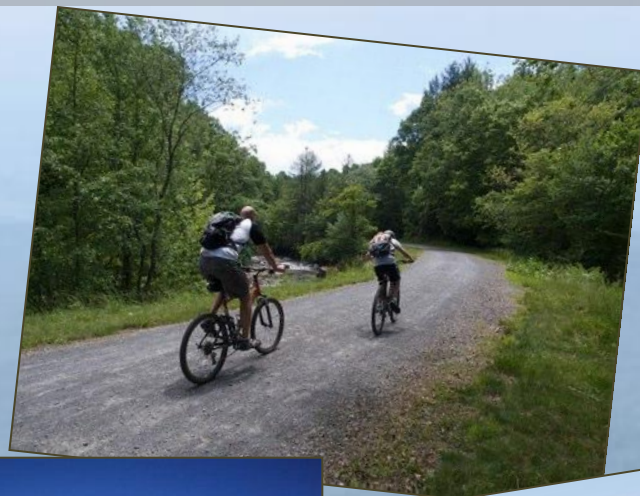
- Assist entrepreneurs and outdoor recreation based projects via financing packages (debt and equity financing, tax credits, and gap financing through grants)



APPALACHIAN SPRING

Principal Objectives:

- Develop a database of all economic development outcomes
 - Business creation or expansion
 - Job creation
 - Local tax revenues



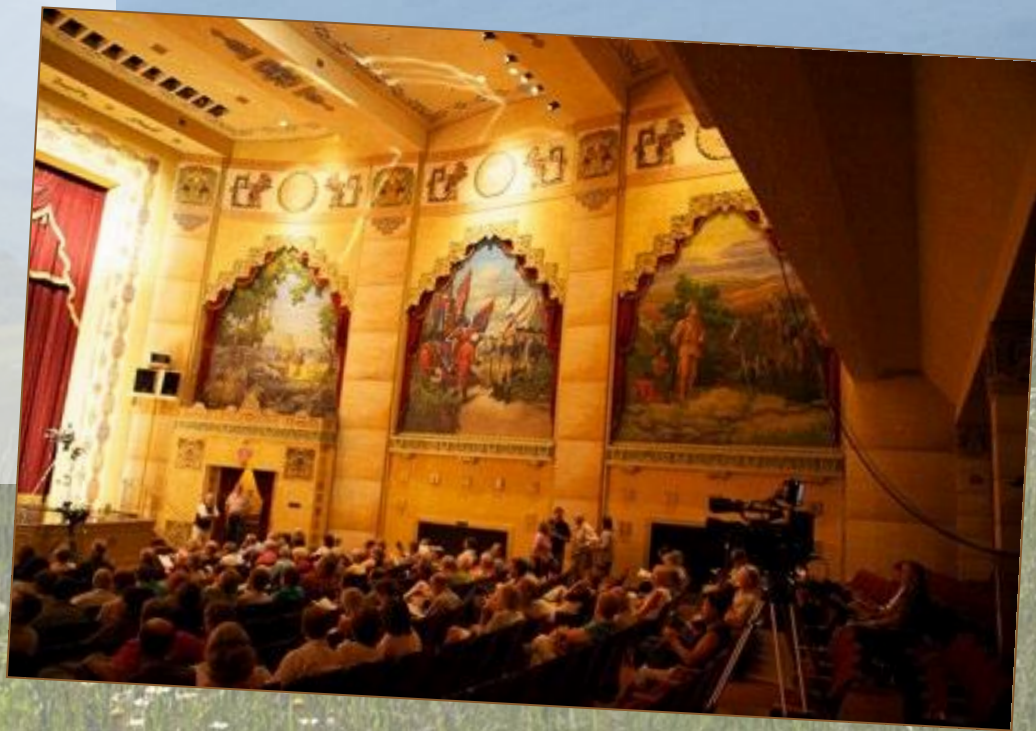
WILDERNESS ROAD STATE PARK



APPALACHIAN SPRING

Principal Objectives:

- Assist in renovation of historic downtown theatres.
- Facilitate creation of a downtown theater network for technical assistance and single booking process.



APPALACHIAN SPRING

Principal Objectives:

- Revitalize downtowns and brand and position communities in relation to recreational and natural assets
 - Gateway
 - Base camps
 - Pearls in a string
 - Hub & spokes



CUMBERLAND GAP NATIONAL PARK



OUTPUTS AND OUTCOMES



- During initial three year phase, we intend to have:
 - Retained 600 jobs
 - Assisted 200 businesses
 - Created 50 businesses and hundreds of jobs
- in conjunction with existing efforts of TCR, RTM, Heartwood, local food initiatives, and longstanding and developing outdoor recreation and natural resource initiatives throughout the region.

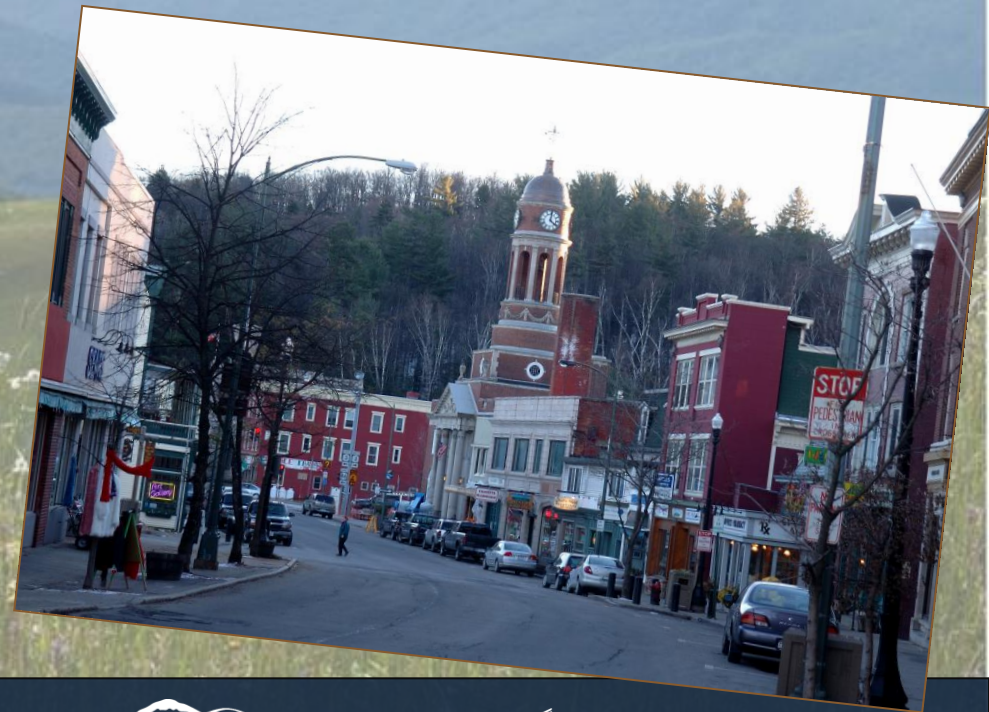
DOWNTOWN REVITALIZATION

Through the Looking Glass



DOWNTOWN REVITALIZATION

Community Rediscovery



DOWNTOWN REVITALIZATION

Branding

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DOWNTOWN REVITALIZATION

Anchoring the Culture



DOWNTOWN REVITALIZATION

String of Pearls



DOWNTOWN REVITALIZATION

Marketing to the Mirror and Beyond



DOWNTOWN REVITALIZATION

Economic Gardening



REALIZING THE VISION

- Master plan
- Pull the weeds
- Capital improvements plan
- Selective seeding culture related venues & businesses

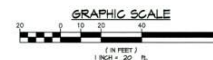


Community Planning • Landscape Architecture
Architecture • Historic Preservation

**HILL
STUDIO**

120 West Campbell Ave.
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fax: 540-345-5625
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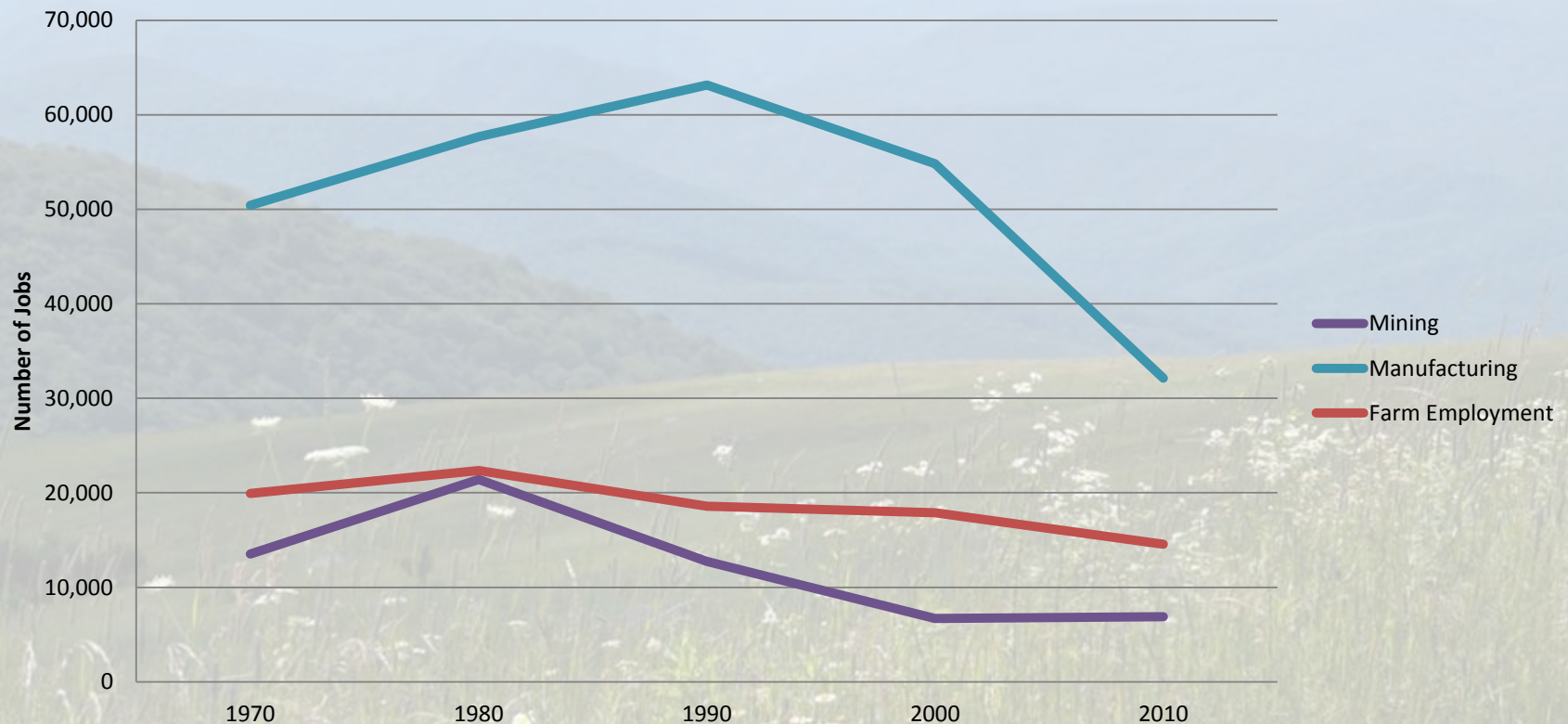
Town of Floyd CDBG Grant Streetscape Improvements



date: February 21, 2006
scale: 1"=20'

SOUTHWEST VIRGINIA ECONOMIC DRIVERS

Southwest Virginia Full-time and Part-time Jobs in Mining, Manufacturing, Farm Employment, and Services 1970-2010



U.S. Department of Commerce Bureau of Economic Analysis

Floyd Co. Travel Data

Year	Expenditures(\$Millions)	Payroll(\$Millions)	Employment(Thousands)	Local Tax Revenue(\$Millions)	
2004	14.43	3.25	0.21	0.46	460,000
2005	15.48	3.27	0.21	0.48	480,000
2006	16.16	3.3	0.2	0.49	490,000
2007	16.84	3.29	0.2	0.51	510,000
2008	17.92	3.48	0.21	0.55	550,000
2009	18.34	3.57	0.21	0.57	570,000
2010	20.05	3.78	0.21	0.61	610,000
2011	21.83	3.93	0.22	0.63	630,000

%Change 04-08

24.19%

7.08%

0.00%

19.57%

%Change 04-11

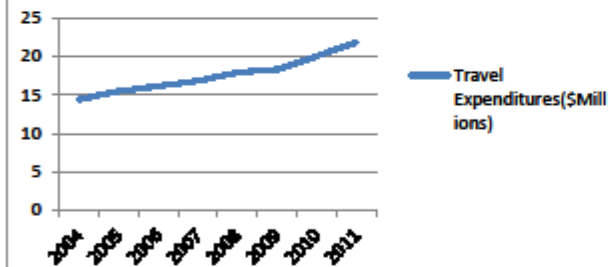
51.28%

20.92%

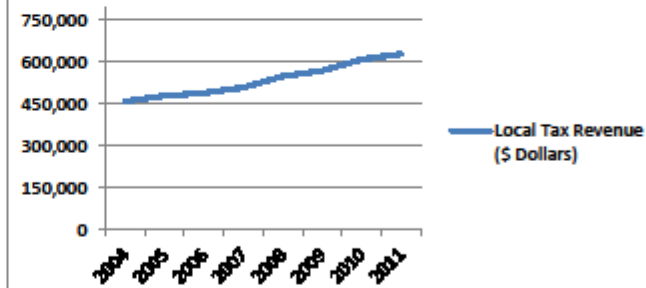
4.76%

36.96%

**Travel Expenditures
Floyd County, VA**



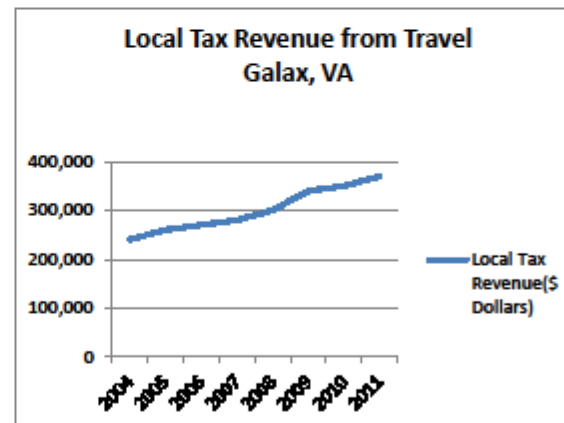
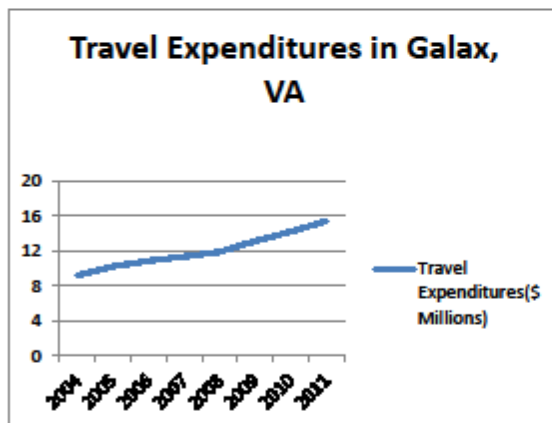
**Local Tax Revenue from Travel
Floyd County, VA**



Galax Travel Data

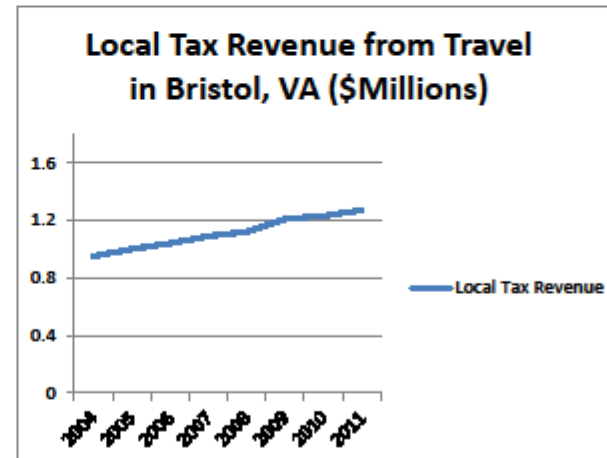
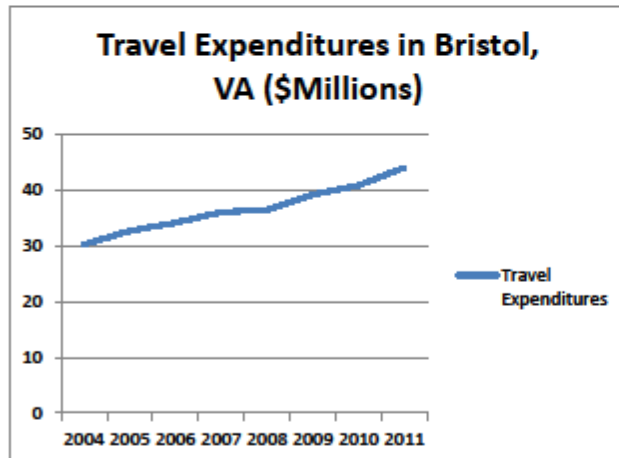
Year	Expenditures(\$Millions)	Payroll(\$Millions)	Employment(Thousands)	Local Tax Revenue(\$Millions)	
2004	9.2	2.16	0.13	0.24	240,000
2005	10.21	2.24	0.13	0.26	260,000
2006	10.86	2.31	0.13	0.27	270,000
2007	11.35	2.31	0.13	0.28	280,000
2008	11.89	2.41	0.13	0.3	300,000
2009	13.13	2.53	0.14	0.34	340,000
2010	14.19	2.63	0.14	0.35	350,000
2011	15.4	2.7	0.14	0.37	370,000

%Change 04-08	29.24%	11.57%	0.00%	25.00%	
%Change 04-11	67.39%	25.00%	7.69%	54.17%	



Bristol Travel Data

Year	Expenditures(\$Millions)	Payroll(\$Millions)	Employment(Thousands)	Local Tax Revenue(\$Millions)
2004	30.16	6.96	0.43	0.95
2005	32.64	7.06	0.43	1
2006	34.07	7.12	0.42	1.04
2007	35.98	7.19	0.43	1.09
2008	36.42	7.25	0.42	1.12
2009	39.15	7.65	0.44	1.21
2010	40.81	7.68	0.43	1.23
2011	43.99	7.89	0.44	1.27
%Change 04-08	20.76%	4.17%	-2.33%	17.89%
% Change 04-11	45.86%	13.36%	2.33%	33.68%



Dickenson County Travel Data

Year	Expenditures(\$Millions)	Payroll(\$Millions)	Employment(Thousands)	Local Tax Revenue(\$Millions)	
2004	4.87	1.21	0.07	0.12	120,000
2005	5.25	1.22	0.07	0.13	130,000
2006	5.79	1.3	0.07	0.14	140,000
2007	6.15	1.32	0.07	0.15	150,000
2008	6.57	1.41	0.07	0.16	160,000
2009	6.24	1.42	0.07	0.15	150,000
2010	6.54	1.44	0.07	0.15	150,000
2011	7.04	1.48	0.07	0.16	160,000

% Change 04-08

34.91%

16.53%

0.00%

33.33%

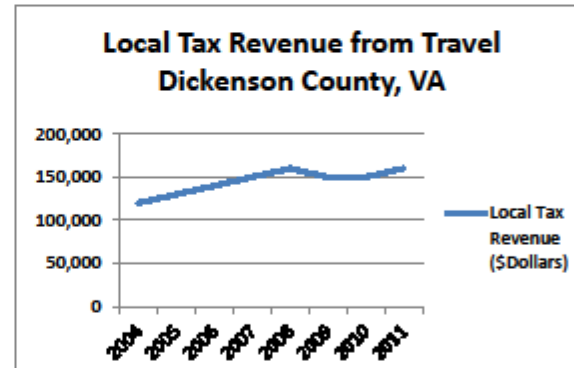
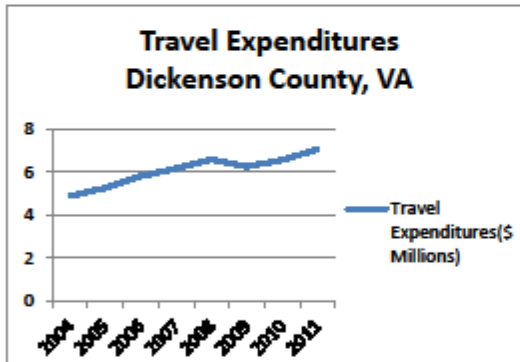
% Change 04-11

44.56%

22.31%

0.00%

33.33%



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www.myswva.org